ORDER

Order / Rev: 37542 Alt Order #: 08878962 Product Desc: OBAMA/P/D

Estimate: 2002

Flight Dates: 10/09/12 - 10/15/12 Original Date / Rev: 10/08/12 / 10/08/12

Order Type: **GENERAL**

Name: **GMMB**

Buying Contact:

Billing Contact:

1010 Wisconsin Ave NW

Washington, DC 20007

Obama, Barack D-President

A35+ Demographic:

Product Codes: P01 LV2 Priority:

AGY, POL, CAND Revenue Codes:

Primary AE: Sales Office:

Sales Region:

Billing Type:

Billing Calendar:

KLAS

Mike Jones

K-WAS

National

Billing Cycle:

Agency Commission:

15%

Cash

Broadcast

EOM/EOC

00:15:00

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Advertiser

Name:

Orders

Agency

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	15	\$29,950.00	\$25,457.50

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	15	\$29,950.00	\$25,457.50	0.00
Totals	15	\$29,950.00	\$25,457.50	0.00

Account Executives

Start Date / End Date Order % Sales Office Sales Region Account Executive 100% Start Of Order - End Of Order Mike Jones

Order Share	Share	Total
KLAS	30%	\$29,950.00
Market	100%	\$99,833.33

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$24,958.33		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$4,991.67		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/09/12	10/15/12	CBS This Morning		7-9a	MTWTF	:30	1	\$135.00LV4	0.00 NM	1	\$135.00
				CBS This Morning	g								
	CBS TH	IIS MORN	ING										
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 10	/09/12	10/15/12	MTWTF	1	\$135.00	0.00						
E 2	8	10/13/12	10/13/12	CBS Early Show -	- Sat. CM	5-7a	5-	:30	1	\$335.00LV1	0.00 NM	1	\$335.00
				CBS Early Show	- Sat.								

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KLAS

Order / Rev:

37542

Advertiser:

Obama, Barack D-President

Alt Order #:

08878962

Product Desc:

OBAMA/P/D

Flight Dates:

10/09/12 - 10/15/12

Estimate:

2002

Ln Ch Start End CBS THIS MORNING SATU	-	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12		<u>Rate</u> \$335.00	Rating 0.00						
	2 8 News Now Sun AM #CM		Sun AS	:30	1	\$525.00LV1	0.00 NM	1	\$525.00
NEWS	8 News Now Sun AM #1								
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u> \$525.00	Rating 0.00						
E 4 8 10/09/12 10/15/12	2 1230-2p Soaps/ LMAD CM	1230-2p	MTWTF	:30	1	\$1,315.00LV1	0.00 NM	1	\$1,315.00
LET'S MAKE A DEAL	Soaps / Let's Make A Deal								
Start Date End Date Week: 10/09/12 10/15/12	<u>Weekdays</u> <u>Spots/Week</u> MTWTF 1	<u>Rate</u> \$1,315.00	Rating 0.00						
E 5 8 10/15/12 10/15/12	? The Talk 2-3P CM The Talk	2-3p	M	:30	1	\$1,315.00LV1	0.00 NM	1	\$1,315.00
THE TALK							:		
<u>Start Date</u> <u>End Date</u> Week: 10/09/12 10/15/12		<u>Rate</u> \$1,315.00	Rating 0.00						
E 6 8 10/09/12 10/15/12	2 Ellen CM Ellen	3-4p	MTWTF	:30	1	\$300.00LV4	0.00 NM	1	\$300.00
ELLEN							i		
Start Date End Date Week: 10/09/12 10/15/12	<u>Weekdays</u> <u>Spots/Week</u> MTWTF 1	<u>Rate</u> \$300.00	Rating 0.00						
E 7 8 10/15/12 10/15/12	2 Mon 10-11p CM Hawaii Five-O	10-11p	M	:30	1	\$9,000.00LV1	0.00 NM	1	\$9,000.00
HAWAII FIVE-0		5 .	5.0						
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12		<u>Rate</u> \$9,000.00	Rating 0.00						
E 8 8 10/13/12 10/13/12	2 Sat 1235-135a DaVinci I6M Da Vinci Inquest	12.35a-1.35a (12:35 XM-1:		:30	1	\$175.00L V 1	0.00 NM	1	\$175.00
DAVINCI									
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u> \$175.00	Rating 0.00						
E 9 8 10/11/12 10/11/12	P Thu 9-10p CM Big Bang / Two 1/2 Men	9-10p	T	:30	1	\$9,450.00LV1	0.00 NM	1	\$9,450.00
Big Bang/ 2.5 Men		Data	Datina						
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12		<u>Rate</u> \$9,450.00	Rating 0.00						
E 10 8 10/13/12 10/13/12	Sat 10-11p CM 48 Hours Mystery	10-11P	S-	:30	1	\$900.00LV2	0.00 NM	1	\$900.00
48 HOURS MYSTERY Start Date End Date	•	Poto	Detine						
Week: 10/08/12 10/14/12	S- 1	<u>Rate</u> \$900.00	Rating 0.00						
E 12 8 10/09/12 10/15/12	Page 13 News Now 11p M-F CM 8 News Now 11p M-F	11-1135p	MTWTF	:30	1	\$500.00LV3	0.00 NM	1	\$500.00
8 NEWS NOW AT 11PM Start Date End Date	<u>Weekdays</u> <u>Spots/Week</u>	Poto	Poting						
Week: 10/09/12 10/15/12	MTWTF 1	\$500.00	Rating 0.00						
E 13 8 10/13/12 10/14/12	8 News Now 11p Sa/SuCM 8 News Now Sa/Su 11p	11-1135P	SS	:30	1	\$400.00LV2	0.00 NM	1	\$400.00
8 NEWS NOW AT 11PM-W Start Date End Date		<u>Rate</u>	Rating						
Week: 10/08/12 10/14/12	SS 1	\$400.00	0.00						
N14 8 10/12/12 10/12/12	Pri 8-9p CM CSI: NY	8-9p	F	:30	1	\$5,500.00LV1	0.00 NM	1	\$5,500.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12		<u>Rate</u> \$5,500.00	Rating 0.00						
	8 News Now 4-5a CM	4-5a	-TWTF	:30	2	\$50.00LV2	0.00 NM	2	\$100.00
Start Date End Date	8 News Now 4-5a Weekdays Spots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	-TWTF 2	\$50.00	0.00						

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Start

Advertiser:

Obama, Barack D-President

Len Spots

08878962

Product Desc:

Break Start/End Time Days

OBAMA/P/D

Alt Order #: Flight Dates:

Ln Ch

10/09/12 - 10/15/12

End

Inventory Code

Estimate:

2002

Rate Pri Rtg Type Spots

Amount

Totals 15

\$29,950.00